PANEL BOOK

2026

Global Market Research & Survey Solutions

DAILY API METRICS | ESOMAR COMPLIANT | QUALITY & FRAUD PREVENTION

Smarter Audiences. Better Insights.

Prepared by **ACS Intelligence Private Limited**

connect@acsmr.com | ACS Intelligence

About Us

ACS Intelligence is a next-generation market research and insights platform connecting researchers with engaged, verified respondents worldwide. Operated by ACS Intelligence Private Limited, we deliver high-quality survey respondents through technology, expertise, and rigorous quality control — enabling research teams to make confident, data-driven decisions at global scale.

Reliable Engagement

Consistent, high-quality respondent participation across all projects

Quality-Controlled Delivery

Multi-layered verification ensures clean, fraud-free data

Real-Time Monitoring

Live dashboards and instant traffic optimization

Global Coverage

Active panel presence across 8+ countries and growing

ESOMAR-Aligned Practices

Fully aligned with international research standards

Our Mission

To empower research-driven decisions by delivering trusted, high-quality respondent data at global scale.

Our Vision

To become a global leader in tech-enabled market research solutions, known for transparency, reliability, and innovation.

Why Partner With ACS Intelligence

Global Reach

Active panels across Tier 1 and Tier 2 markets worldwide, with continuous expansion every quarter

Quality-First

Rigorous multi-layered quality controls ensure every respondent meets strict verification standards

Mobile-Optimized

70% of our panel is mobile-first, ensuring strong reach across all device types and demographics

Flexible Integrations

API, direct link, and S2S integration options designed to fit any survey platform or research workflow

Scalable Delivery

From pilot projects to enterprise-scale deployments, we scale with your research needs

Transparent Partnership

Clear reporting, honest feasibility, and dedicated account management at every stage

Our Geographic Coverage

Tier 1 Markets

- US USA
- GB UK
- CA Canada
- AU Australia

Tier 2 Markets

- AE UAE
- SG Singapore
- IN India
- EU Selected European Markets

Active panel coverage across **8+ countries** — and growing every quarter.

Audience Profile & Survey Capabilities

Who We Reach

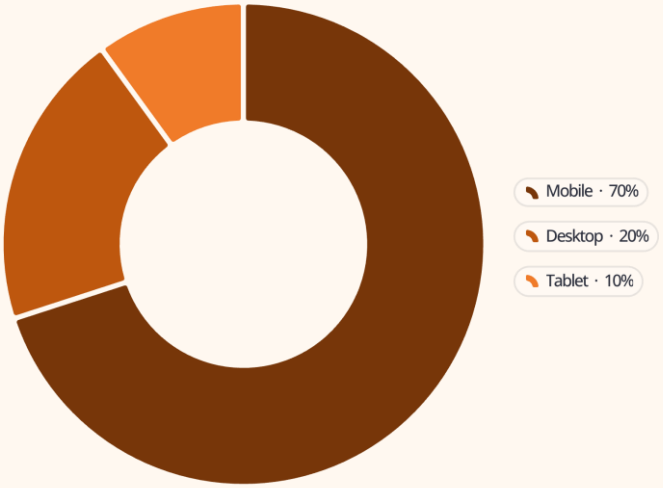
Audience Types

- General B2C consumers across all demographics
- Mobile-first users with high engagement rates
- Survey-engaged communities with proven completion histories
- Niche segments across industries and verticals

Targeting Dimensions

AGE | GENDER | INCOME | LOCATION | INDUSTRY | EDUCATION | LIFESTYLE | INTERESTS

Device Distribution



70% of our panel is mobile-first, ensuring strong reach across all device types.

What We Deliver

Research Types

- B2C Surveys
- Mobile-Optimized Studies
- GEO-Targeted Projects
- Demographic Targeting
- Niche Audience Projects

Standard Metrics

- LOI: 5–25 minutes
- Flexible Incidence Rate
- Real-Time Tracking
- API & Direct Link Integration

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DAILY API PERFORMANCE METRICS

Real Numbers. Real Performance. Real Scale.

👆

40,000+

Total Daily Clicks

✅

6,000+

Total Daily Completes

📈

15% – 18%

Overall Avg Conversion Rate

📊 Tier 1 GEO Performance Snapshot

Daily performance across our Tier 1 markets. With 40,000+ daily clicks and a consistent 15–18% average conversion rate, we deliver 6,000+ verified completes every day — ensuring scale, stability, and premium data quality for every project.

US USA — 20,000 CLICKS → 3,200 COMPLETES (16%)

GB UK — 10,000 CLICKS → 1,600 COMPLETES (16%)

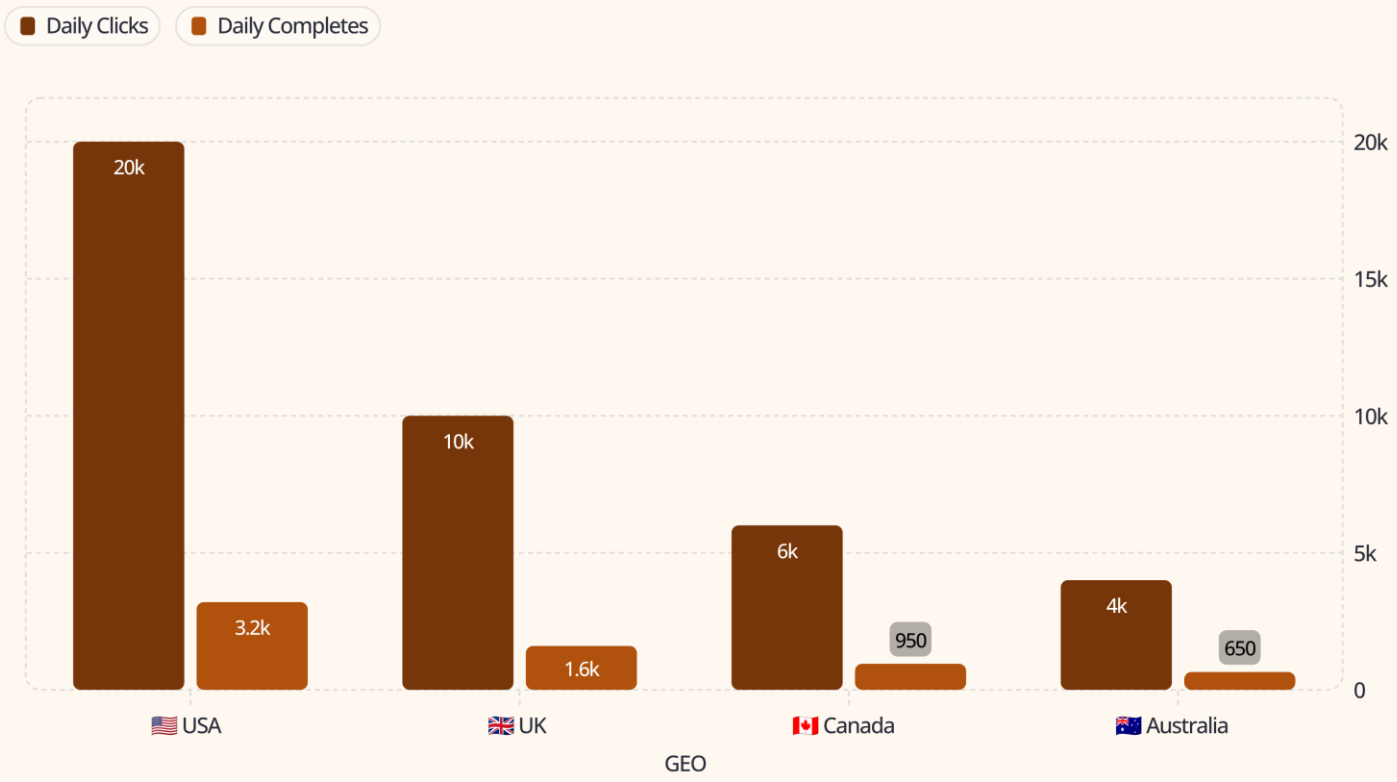
CA CANADA — 6,000 CLICKS → 950 COMPLETES (15.8%)

AU AUSTRALIA — 4,000 CLICKS → 650 COMPLETES (16.25%)

📌 40,000+ Clicks × 15–18% Conversion = 6,000–7,200 Daily Completes

🟦 Blue Bars = Daily Clicks | 🟫 Navy Bars = Daily Completes

Period: Daily Average | Markets: Tier 1 Only | Source: ACS Intelligence API



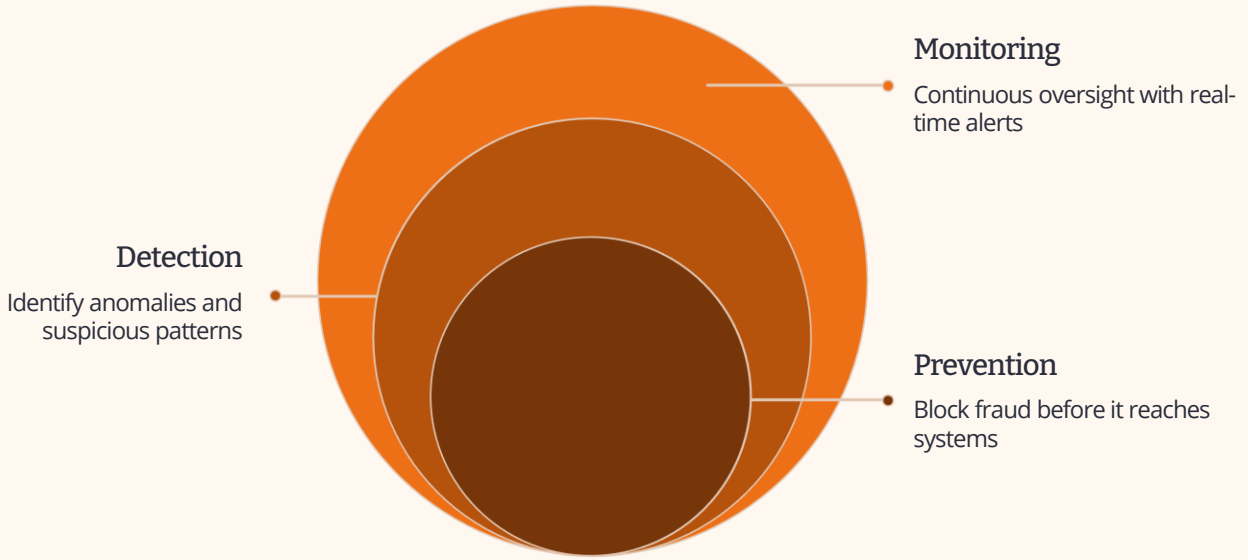
ⓘ 📊 Performance metrics scale based on project requirements. Tier 2 GEO data and custom feasibility reports available on request.

Built to scale. Trusted by partners. Powered by quality.

QUALITY & FRAUD PREVENTION

9-Layer Multi-Tier Protection System

Every respondent who enters a survey through ACS Intelligence passes through a comprehensive, nine-layer quality framework designed to eliminate fraud, duplication, and low-quality traffic before it reaches your data. Our approach combines automated detection systems with human oversight to ensure the cleanest possible datasets.



9 ACTIVE PROTECTION LAYERS

IP Duplication Checks
Block multiple submissions from same IP

Device Fingerprinting
Detect duplicate or suspicious devices

Geo-Location Verification
Validate respondent's actual location

VPN & Proxy Detection
Prevent location spoofing

Speeding Detection
Filter rushed responses

Straight-Lining Detection
Catch repetitive patterns

Attention Check Validation
Ensure focused respondents

Manual Quality Reviews
Human verification layer

Real-Time Monitoring
Live filtering & optimization

Cleaner data. Higher acceptance rates. Trusted insights.

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ESOMAR Compliance Statement

ESOMAR-Aligned Market Research Practices

ACS Intelligence adheres to the **28 ESOMAR Questions for Online Sample Providers** and follows internationally recognized market research and data privacy standards. Our compliance framework ensures that every aspect of our operation — from respondent sourcing to data handling — meets the highest ethical and professional benchmarks in the global research industry.

Compliance Area	Our Practice
ESOMAR Guidelines	Full alignment with ESOMAR best practices for online sample providers
GDPR Compliance	Privacy-focused data handling, consent management, and lawful processing
Data Privacy	Encrypted storage, restricted access, and secure data transmission
Consent-Based Participation	Explicit opt-in consent obtained for every respondent prior to participation
Ethical Engagement	Respectful, transparent, and non-deceptive communication at all touchpoints
Sample Sourcing Transparency	Clear, documented disclosure of all traffic sources and recruitment methods
Respondent Rights	Full right to withdraw, access, and request deletion of personal data
Data Retention	Defined retention timelines with secure, permanent deletion protocols

ESOMAR Aligned	GDPR Compliant
Privacy-First	Consent-Based

> **We believe responsible research builds lasting partnerships.**

Built for Seamless Integration

ACS Intelligence offers flexible integration options designed to fit any survey platform or research workflow. Whether you require a lightweight direct link or a fully automated API pipeline, our technical infrastructure supports rapid onboarding with minimal friction.

Supported Integrations

API Integration

RESTful API with token-based authentication and real-time respondent routing

Direct Link Integration

Simple URL-based integration for platforms without API capabilities

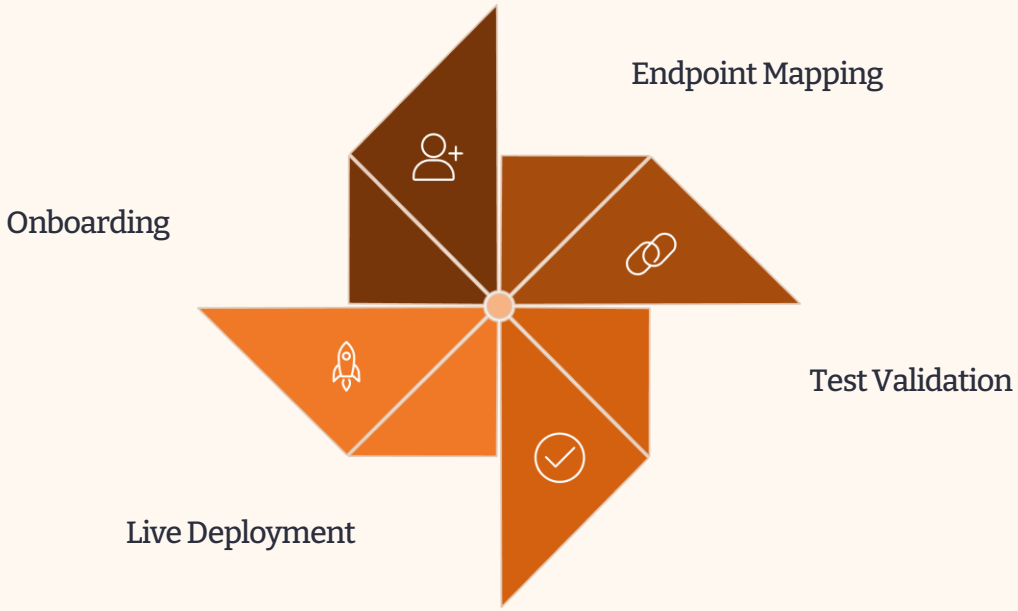
Real-Time Survey Routing

Instant respondent qualification and routing to live surveys

Dynamic Feasibility Support

Live feasibility checks and quota management throughout the project lifecycle

Integration Process



Most partners complete the full integration process within 2–5 business days, depending on platform complexity.

Technical Standards

- Secure HTTPS endpoints with TLS encryption
- Token-based authentication for all API calls
- Postback / Server-to-Server (S2S) callbacks
- Pixel tracking support for third-party verification
- Real-time reconciliation and reporting dashboards

Our Partnership Approach

We believe in flexible, value-driven partnerships designed for long-term success. From initial feasibility discussions through to live project delivery, ACS Intelligence provides dedicated support, transparent communication, and quality-first execution at every stage.

Performance-Based

Our success is tied to yours — we optimize for quality, completion rates, and data integrity on every project

Long-Term Partnerships

We invest in relationships, offering preferential rates, priority support, and dedicated resources to committed partners

Flexible Feasibility

Custom feasibility assessments tailored to your specific targeting, LOI, and volume requirements

Pilot Project Onboarding

Start with a small-scale pilot to validate quality and compatibility before scaling to full deployment

What You Get

Account Support

- Dedicated Account Manager
- Real-time project tracking
- Custom feasibility reports
- Transparent invoicing

Quality & Compliance

- Quality-first delivery guarantee
- ESOMAR compliance documentation
- GDPR-aligned data practices
- Fraud prevention reporting

Our Priorities: Quality · Scalability · Transparent Communication

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LET'S CONNECT

Thank You

Let's build something insightful together.

Whether you're exploring a new research project, scaling an existing panel partnership, or simply want to learn more about what ACS Intelligence can offer — we're ready to start the conversation.

Company

ACS Intelligence Private Limited

Brand

ACS Intelligence

Business Type

Market Research & Survey Technology

Email

connect@acsmr.com

Website

www.acsmr.com

LinkedIn

acsintelligence

> **Smarter Audiences. Better Insights.**

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